


Ast, Fatima M.

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Research Summary - December 10, 2004

Marked Documents

- [eFax.com and yesmail.com Announce E-Commerce Partnership](http://proquest.umi.com/pqdweb?index=0&did=000000043293382&srchMode=5&Fmt=3&retrieveGroup=0&Vinst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649)
PR Newswire. New York: Jul 20, 1999. p. 1
- [YesMail Taps closerlook.com for Brand Identity Creation and Web Site Development](http://proquest.umi.com/pqdweb?index=0&did=000000043293382&srchMode=5&Fmt=3&retrieveGroup=0&Vinst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649)
PR Newswire. New York: Jul 20, 1999. p. 1
- [yesmail.com Gives Consumers a New Set of Free Email Shopping Tools Called My YesMail](http://proquest.umi.com/pqdweb?index=0&did=000000043293382&srchMode=5&Fmt=3&retrieveGroup=0&Vinst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649)
PR Newswire. New York: Jul 2, 1999. p. 1
- [yesmail.com\(TM\) Gives Marketers New Tools to Reach Consumers](http://proquest.umi.com/pqdweb?index=0&did=000000042868930&srchMode=5&Fmt=3&retrieveGroup=0&Vinst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649)
PR Newswire. New York: Jun 22, 1999. p. 1
- [yesmail.com\(TM\) Gives Marketers New Tools to Reach Consumers](http://proquest.umi.com/pqdweb?index=0&did=000000042569161&srchMode=5&Fmt=3&retrieveGroup=0&Vinst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientId=19649)
PR Newswire. New York: Jun 22, 1999. p. 1

- &VName=PQD&TS=1102690794&clientid=19649
- [yesmail.com Purchases Starting Point, to Expand Its Leading Permission email Business](#)
PR Newswire. New York: Jun 15, 1999. p. 1
<http://proquest.umi.com/pqdweb?index=0&did=000000042399740&srchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientid=19649>
- [yesmail.com, inc. Files Registration Statement for Initial Public Offering](#)
PR Newswire. New York: Jun 8, 1999. p. 1
<http://proquest.umi.com/pqdweb?index=0&did=000000042230973&srchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientid=19649>
- [yesmail.com Launches Anti-SPAM Awareness Drive](#)
PR Newswire. New York: Jun 3, 1999. p. 1
<http://proquest.umi.com/pqdweb?index=0&did=000000042087315&srchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientid=19649>
- [YesMail Announces Three New YesMail Network Affiliate Partners](#)
PR Newswire. New York: Jun 2, 1999. p. 1
<http://proquest.umi.com/pqdweb?index=0&did=000000042064811&srchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientid=19649>
- [yesmail.com Debuts at @d:tech '99](#)
PR Newswire. New York: May 3, 1999. p. 1
<http://proquest.umi.com/pqdweb?index=0&did=000000041023744&srchMode=5&Fmt=3&retrieveGroup=0&VInst=PROD&VType=PQD&RQT=309&x=-&VName=PQD&TS=1102690794&clientid=19649>

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- [\(yesmail\) AND PMID\(11947\) AND PDN\(<7/21/2000\)](#)

Database : Multiple databases...

Limit results to : full text

Look for terms in : Citation and document text

Publication type : All publication types

91 results as of December 10, 2004

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Publication type : All publication types

430 results as of December 10, 2004

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&date=BEFORE&sq=yesmail&searchinterface=1&pubtitle=&ts=1102690457&moreoptstate=CLOSED&rq=305&vinst=PROD&todate=&searchbuttonimage.y=7&x=-
&clientid=19649&&=-&dbid=1004%2C4795%2C999%2C3%2C2362%2C1084%2C11570%2C6%2C5%2C3360%2C4%2C3214%2C3319%2C1906%2C5920%2C5921%
2C576%2C319%2C603%2C2%2C1073%2C13475%2C1009%2C4138%2C13474%2C7262%2C2712%2C2382%
2C541&senabled=1&vname=PQD&querysyntax=PQ&searchbuttonimage.x=9&stype=all&revpos=all&sortby=REVERSE_CHRON&at=any&revtype=review&x=-
&vtype=PQD&author=

Visited Publications

- [PR Newswire: New York](#)

<http://proquest.umi.com/pqdweb?RQT=318&VType=PQD&VName=PQD&pmid=000011947&TS=1102690794&clientid=19649>

- [PR Newswire: New York](#)

<http://proquest.umi.com/pqdweb?RQT=318&VType=PQD&VName=PQD&pmid=000011947&TS=1102690794&clientid=19649>

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From: **ProQuest**
COMPANY

12/10/2004



eTrack Campaign Reports

clm9,10,11

Customer: XYZcompany

As of: 2/16/00 3:33:35 PM

Below is a list of your campaigns and the programs associated with each campaign. Double click on a program name to go to the report summary for that program.

Campaign: XYZcompany feb. test Insertion Order Report							
Program Name	Program ID	Date/Time Run	Audience Sent	Total Response	Response Rate %	Program Cost	Cost Per Response
\$10 dollars off membership (text)	5147	2/10/00	7,500	537	7.16%	\$1,875.00	\$3.49
\$10 dollars off membership (html)	5172	2/10/00	7,500	848	11.31%	\$1,875.00	\$2.21
refer a friend (text)	5174	2/10/00	11,250	605	5.38%	\$1,800.00	\$2.98
refer a friend (html)	5176	2/10/00	11,250	895	7.96%	\$1,325.00	\$1.48
SubTotal			37,500	2,885	7.69%	\$6,875.00	\$2.38

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eTrack™


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eManage
eTarget

clm9,10,11

Account Name	Sent	Date Run	Cost
XYZcompany	7,500	2/10/00	\$1,875.00

Campaign XYZcompany feb. test

Program \$10 dollars off membership (text)

CPM \$250.00

As of: 2/16/00 3:50:25 PM

Offer Matrix

Click on an offer to view detail by time.

Report		Total Response			Unique Response		
Offer	Num Actions	Response	Resp. Rate	Cost Per Click	Response	Resp. Rate	Cost Per Click
landing page	4	537	7.16%	\$3.49	456	6.08%	\$4.11
Totals		537	7.16%	\$3.49	456	6.08%	\$4.11

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eTrack™


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eManage
Target

Account Name	Sent	Date Run	Cost
XYZcompany	7,500	2/10/00	\$1,875.00

clm 9,10,11

Campaign XYZcompany feb. test

Program \$10 dollars off membership (html)

CPM \$250.00

As of: 2/16/00 4:02:00 PM

Offer Matrix

Click on an offer to view detail by time.

Report		Total Response			Unique Response		
Offer	Num Actions	Response	Resp. Rate	Cost Per Click	Response	Resp. Rate	Cost Per Click
landing page	4	848	11.31%	\$2.21	611	8.15%	\$3.07
Totals		848	11.31%	\$2.21	611	8.15%	\$3.07

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eManage
eTarget

December 10, 2004

eTrack Campaign Reports

Customer: Brian's Pet SuperStore

As of: 6/16/99 8:54:33 AM

Below is a list of your campaigns and the programs associated with each campaign. Double click on a program name to go to the report summary for that program.

Campaign: Summer Blowout Special							
Program Name	Program ID	Date/Time Run	Audience Sent	Total Response	Response Rate %	Program Cost	Cost Per Response
HousePets	12	6/4/99	25000	2129	8.52%	\$7,000.00	\$3.29
Supplies	13	6/9/99	21000	2097	9.99%	\$5,500.00	\$2.62
SubTotal			46000	4226	9.19%	\$12,500.00	\$2.96

Account Name	Sent	Date Run	Cost
Brian's Pet SuperStore	25000	6/4/99	\$7,000.00

Campaign Summer Blowout Special

Program HousePets

CPM \$280.00

As of: 6/16/99 8:59:29 AM

Offer Matrix

Click on an offer to view detail by time.

		Total Response			Unique Response		
Offer	Num Actions	Response	Resp. Rate	Cost Per Click	Response	Resp. Rate	Cost Per Click
Dogs	4	3314	13.26%	\$2.11	2307	9.23%	\$3.03
Cats	4	3021	12.08%	\$2.32	1723	6.89%	\$4.06



Products

YesMail gives you the tools you need to reach your customers. Each of the **YesMail** products and services is designed to put you in direct contact with your target market. Used together, these products and services form an effective permission-based direct marketing strategy on the web.

eTarget™ | eTrack™ | eCampaign™

eTarget is a powerful audience selection tool that works with personal interest information collected from **YesMail** members. The features of this tool include:

Audience Selection

- Select an audience by searching for a category/characteristic
- Thesaurus to recommend related categories/characteristics on search results
- Shopping cart system to build and review audience
- De-duplicate or create intersections of audience segments
- Maintain running totals of counts and audience price
- Spread a target audience size over selected categories by flat or weighted percentages
- Save selected audiences
- Edit saved audiences

Program Delivery

- Collects basic descriptive information about the program
- Group programs by campaigns
- Allows for creation of message content in variety of formats (Text, HTML, AOL HTML)
- Preview message before sending
- Collects delivery timing information
- Allows for specification of multiple action tracking rules (used by **eTrack**)
- Collects payment information by credit card or house account